



# Memorandum

## WORKPLAN CONTENTS

### COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE WORKPLAN

January - June 2017

#### COMMITTEE MEMBERS:

JOHNNY KHAMIS, CHAIR  
DEV DAVIS, VICE CHAIR  
LAN DIEP, MEMBER  
RAUL PERALEZ, MEMBER  
DON ROCHA, MEMBER

#### STAFF:

KIM WALES, CITY MANAGER'S OFFICE  
ED MORAN, CITY ATTORNEY'S OFFICE  
RU WEERAKOON, MAYOR'S OFFICE  
TONI TABER, CITY CLERK'S OFFICE

#### MISSION STATEMENT:

To manage the growth and change of the City of San José in order to encourage a strong economy, ensure a diverse range of arts, cultural and entertainment offerings, and create and preserve housing and healthy neighborhoods.

#### JANUARY 23, 2017 (*Deferred from December, 2016*)

##### 1. **Verbal Report on Economic Development Activities** (Economic Development)

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

##### 2. **Construction Tax Modernization** (Economic Development)

**Purpose:** Present proposed changes to the City's Building and Structures Tax and the Construction Excise Tax in advance of current provisions that clarify the nature of industrial and commercial uses expiring on March 31, 2017.

***REQUEST TO ADD RULES REFERRAL 1/11/17***

##### 3. **Development Services Improvement Workplan/Quarterly Update** (Planning, Building and Code Enforcement)

**Purpose:** Share progress implementing the Planning, Building, and Code Enforcement workplan, and update the Committee on Development Services staffing and performance.

***REQUEST TO DROP RULES REFERRAL 1/11/17***

**4. Economic Strategy Update (Economic Development)**

**Purpose:** Review progress implementing the 18-month Economic Strategy workplan.)

***REQUEST TO DEFER TO FEBRUARY***

**5. Business Assistance Programs (Economic Development)**

**Purpose:** Provide and update on the Office of Economic Development's business assistance programs and their impact on supporting local businesses.

**6. Team San Jose Quarterly Performance Measure Report (Economic Development/Cultural Affairs) CONSENT**

**Purpose:** Provide an update on Team San Jose's performance for management of the convention and cultural facilities as well as the Conventions and Visitors Bureau.

***9/14/16 RULES REFERRAL***

**7. Team San Jose Performance Measures Revisions (Economic Development/Cultural Affairs)**

**Purpose:** Present proposed revisions to the Team San Jose performance measures and recommend that the City Council approve the proposed revisions.

***REQUEST TO DEFER TO FEBRUARY***

**FEBRUARY 27, 2017**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Small Business Support Strategy (Economic Development/work2future)**

**Purpose:** Update the Committee on Citywide efforts to support small business, including immigrant business owners.

**MARCH 27, 2017**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Vacant Storefronts Initiative Report Back Council Priority (Economic Development)**

**Purpose:** Present the Committee with proposed updates to the City's vacant storefront registration policy per the Council's priority setting session.

**3. Affordable Housing Investment Plan (Housing)**

**Purpose:** To present the Committee with an update on the Adopted Affordable Housing Investment Plan and obtain input and approval of the Housing Department's strategy for use of its affordable housing funds.

**4. North San Jose Retail Strategy (OED/PBCE)**

**Purpose:** To brief the Committee on the key insights about retail opportunities in North San Jose following consultant research, ULI expert team visit, and staff analysis, to review preliminary recommendations, and to seek input.

**5. Update on work2future FY 2015-2016 (Economic Development/work2future)**

**Purpose:** Provide the committee with a report of work2future activities and accomplishments to support job seekers and employers.

**APRIL 24, 2017**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Team San Jose Quarterly Performance Measure Report (Economic Development/Cultural Affairs)**

**Purpose:** Provide an update on Team San Jose's performance for management of the convention and cultural facilities as well as the Conventions and Visitors Bureau.

**3. Creative Placemaking (Economic Development/Cultural Affairs)**

**Purpose:** Provide an update on creative placemaking projects and initiatives.

**4. State of the Airport (Airport)**

**Purpose:** Provide a summary of the current condition of the Airport enterprise as well as outlining upcoming plans and priorities.

**5. Downtown Sign District and Citywide Electronic Billboards (Planning, Building, and Code Enforcement/Economic Development/City Attorney's Office)**

**Purpose:** Update the Committee on progress related to two sign-related Council priorities and directives: allowing advertising on Downtown buildings (i.e., like the Denver Downtown Sign District) and allowing advertising via electronic billboards.

**MAY 22, 2017**

**1. Verbal Report on Economic Development Activities (Economic Development)**

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Hammer Theatre Center Update (Economic Development/Cultural Affairs)**

**Purpose:** Provide an update on the partnership with San Jose State University to operate and maintain the Hammer Theatre Center

**3. Placemaking and Easy Urbanism** (Economic Development and Planning, Building and Code Enforcement)

**Purpose:** To provide an update on the effort to facilitate City-wide Placemaking and Easy Urbanism.

**4. Report on Key Legislation** (City Manager's Office, Intergovernmental Relations)

**Purpose:** To provide a report on key State legislation in the Community and Economic Development City Service Area.

**JUNE 26, 2017**

**1. Verbal Report on Economic Development Activities** (Economic Development)

**Purpose:** Provide a brief summary of recent announcements, significant accomplishments, and upcoming events related to economic development.

**2. Team San Jose Quarterly Performance Measure Report** (Economic Development/Cultural Affairs)

**Purpose:** Provide an update on Team San Jose's performance for management of the convention and cultural facilities as well as the Conventions and Visitors Bureau.

**3. Update on Homelessness Response Initiatives** (Housing)

**Purpose:** To provide information to the Committee on the state of homelessness in San Jose and discuss ongoing efforts to create a range of interim and supportive housing solutions for homeless individuals and families.

**4. Disadvantaged Business Enterprise Program** (Public Works)

**Purpose:** As directed by Council on March 24, 2015, present a strategy to implement a Disadvantaged Business Enterprise (DBE) program throughout the entire City organization that is similar to the program at the Mineta San Jose International Airport.

**5. Downtown Progress Report** (Economic Development)

**Purpose:** Update the Committee on downtown business and economic development, public-life and arts and cultural initiatives.

**6. Medical Marijuana Program** – (Planning, Building & Code Enforcement/Police)

**Purpose:** Provide an update of staff's exploration of whether to expand the City's medical marijuana zoning and regulatory ordinances to allow medical marijuana distributors, manufacturers, and testing labs to operate in San José, including an update on the State of California's implementation of the medical marijuana licensing program.